

Blue Box Transition Communications Plan

Regional Council Update

November 13, 2025

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Recycling in Peel: What's Happening?

- Starting January 1, 2026:
 - New service provider for recycling from eligible sources
 - Circular Materials (CM) has overall responsibility
 - Green for Life Environmental Inc. (GFL) is their third-party collection contractor.
- Part of the province-wide transition.
 - Shifting recycling responsibility from municipalities to producers.
- Recycling will no longer be a tax-payer funded service.

For Residents: same recycling service, different provider

Recycling in Peel: What's Happening?

Until December 31, 2025:

Peel's contractors collect recycling.

Residents continue to contact Peel Region about recycling.

As of January 1, 2026:

Residents are to contact:

- GFL for service support (e.g. missed collection, bin issues).
- CM for concerns and other recycling-related questions (e.g. about service level satisfaction or about the overall recycling system).

What's in Our Control

- Proactive communication to residents about the upcoming change.
- Standard messaging about the change to ensure consistency.
- Ongoing coordination with CM.
- Forwarding recycling inquiries to CM.
- Continued collection of recyclables from Non-Eligible Sources.
- Continued collection of recyclable material at CRCs.

What's Not in Our Control (as of Jan 1)

Setting service levels:

- Bin content, collection frequency, collection day, etc.

Resolving customer service issues:

- Late and missed collections, property damage, etc.

Recycling bin maintenance and replacements:

- Bins will be owned and maintained by GFL.

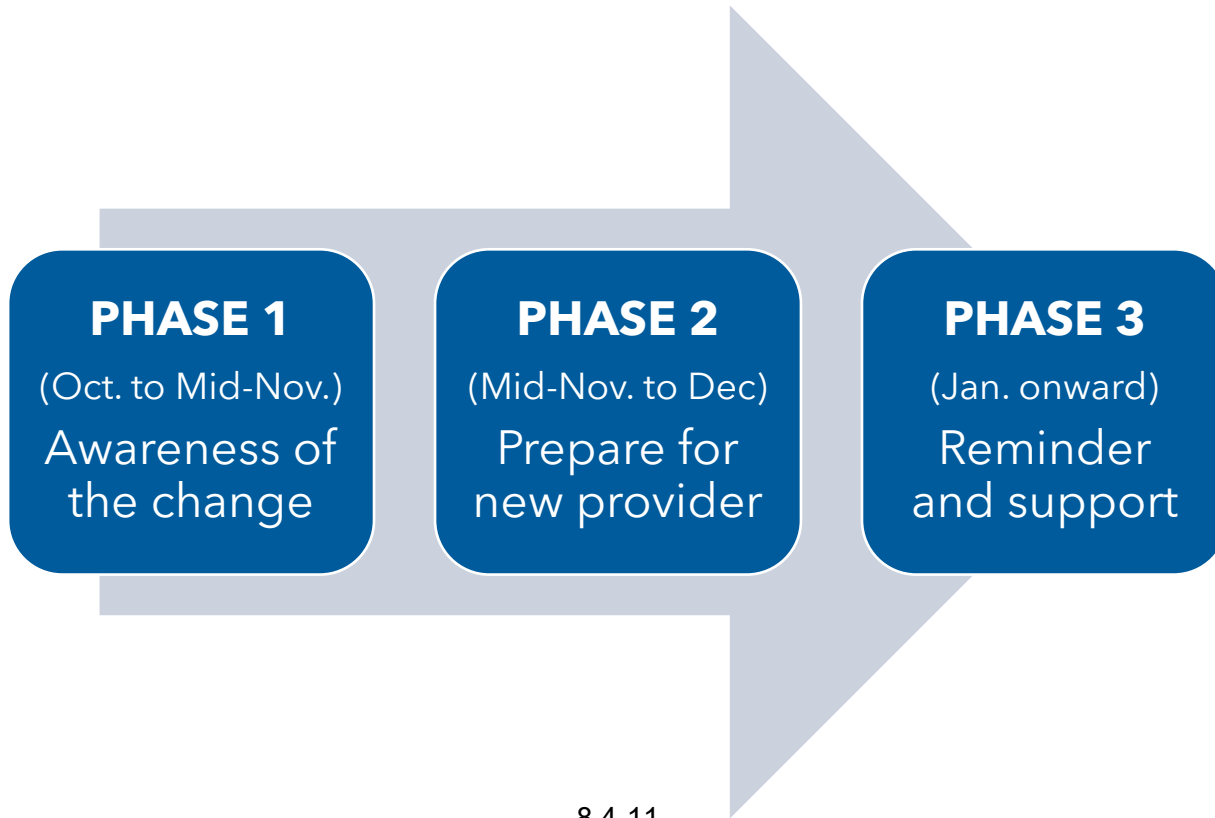
P&E about recycling:

- CM is responsible and accountable.

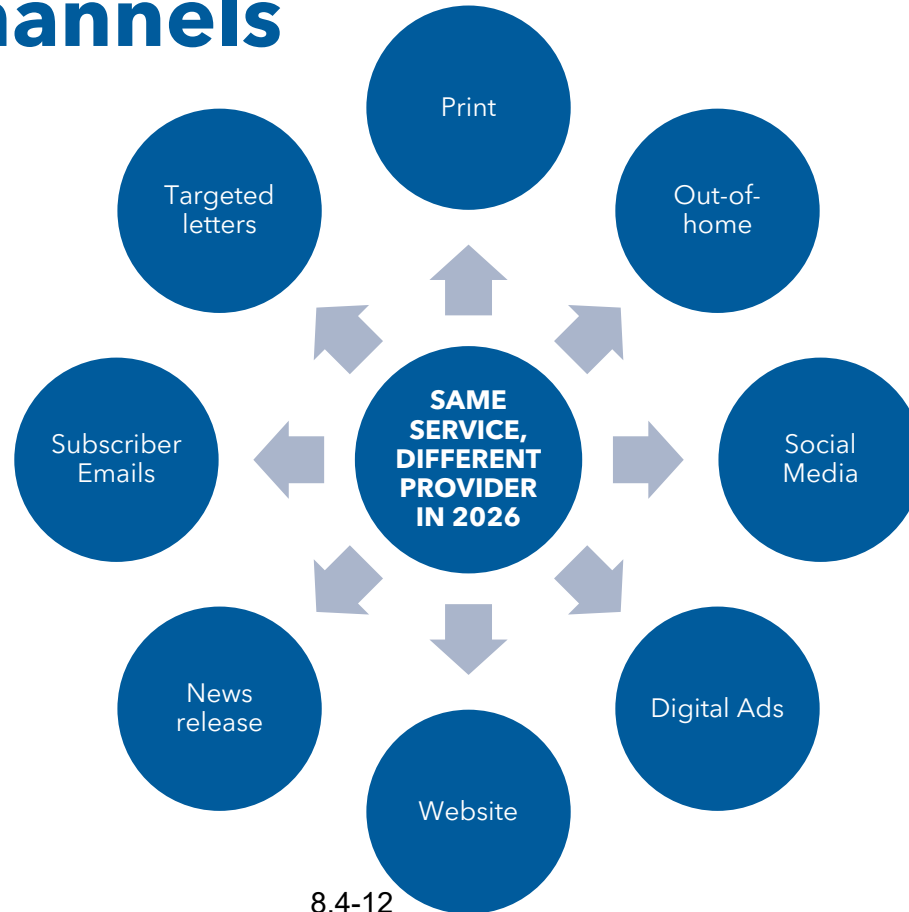
Communications Approach

- **Fact-based** - emphasis is on communicating the changes, focusing on the facts and what residents need to know.
- **Communicate in phases** - right information at the right time.
- **Ensure coordination with CM** - broader story to be communicated by CM through their own campaign efforts.

Phased Communication



Tactics / Channels



Sample Material



**Same service.
Different provider.**

As of January 1, recycling will be managed by **Circular Materials**.

peelregion.ca/waste  Peel Region

Transit Ad



**Same service.
Different provider.**

As of January 1, recycling will be managed by **Circular Materials**. There will be no change to your bin or collection schedule.



No action is required at this time. You can continue to contact Peel Region for recycling inquiries until December 31, 2025.

Visit peelregion.ca/waste



8.4-13 **Print Ad**



**Same service.
Different provider.**

As of January 1, recycling will be managed by Circular Materials.



There is no change to your bin or collection schedule. For more information visit peelregion.ca/waste



Where do I get recycling help in 2026?

To learn more about your recycling program or if you have any recycling questions, visit circularmaterials.ca/peelregion



For garbage, organics and yard waste services, visit peelregion.ca/waste



Water Bill Insert

How we will support you

- Provide updates on how we're communicating to residents.
- Support inquiries by providing you with material.
- Give you clear instructions on where to redirect questions appropriately.
- CM is planning to provide additional information through a Councillor Toolkit.

Questions